Driven by Network Actions intelligence

Driven by Network Actions intelligence
The Community Engagement Platform for support your Sustainability Strategy
Vienna, 2023.

1

Executive Summary

In an era where sustainability is no longer a choice but a necessity, our platform offers companies the tools to connect business success with a sustainable future. The platform is designed to actively involve stakeholders, foster motivation, and drive commitment towards sustainability initiatives

WHOM

Companies truly invested in intertwining business value with sustainability. Whether they're beginners to sustainability or seasoned experts, our platform caters to all, driving impactful results and fostering a deeper commitment to sustainable practices.

WHAT

Targeted Engagement: Deliver content, initiatives, and resources tailored to specific stakeholders ensuring effective communication and maximum reach.

Motivation Tools: Implement gamification, progress tracking, and rewards to inspire commitment and sustained enthusiasm towards sustainability projects.

Community Building: A dedicated space for stakeholders to connect, share best practices, and collaborate. Our platform fosters a sense of unity and shared responsibility.

WHY

Business Alignment: Seamlessly integrate sustainability initiatives with business goals, ensuring that they complement and enhance each other.
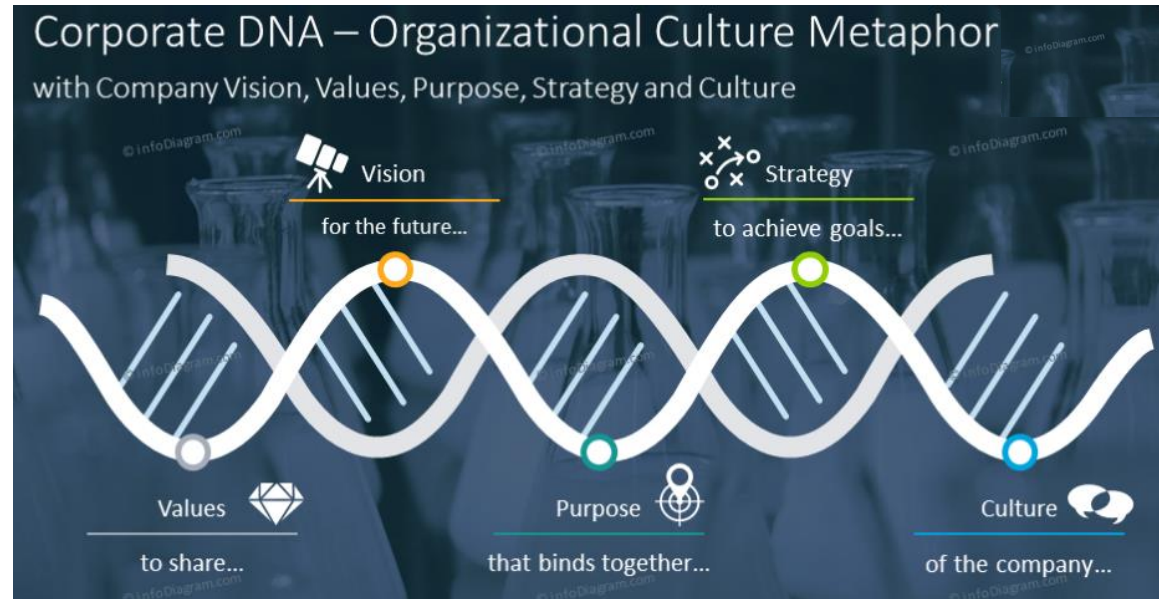
Stakeholder Engagement: Ensure that every stakeholder, from employees to investors, understands, and is motivated by the company's sustainability goals.

Cultural Transformation: Move beyond token initiatives to embed sustainability into the very culture and ethos of the company.

Tangible Results: Track, measure, and report the real-world impact of your sustainability projects, proving not just intent but tangible outcomes.

The Sustainability Path: success factors

- Management commitment
- Skill up development
- Mindset
- Quick wins: Continuity and visibility

Corporate DNA – Organizational Culture Metaphor
with Company Vision, Values, Purpose, Strategy and Culture

Vision
for the future...

Strategy
to achieve goals...

Values
to share...

Purpose
that binds together...

Culture
of the company...

The Sustainability Path

Unawareness

- **Mission**: At this phase, the organization's mission might not mention sustainability at all.

- **Vision**: The company's future outlook may not include any sustainable aspirations or considerations.

- **Strategy**: Strategies remain traditional without focus on long-term sustainability.

Awareness

- **Mission**: Initial discussions arise about aligning the company's mission with global sustainability goals or local community needs.

- **Vision**: Leaders and stakeholders start visualizing a future where the company plays a role in sustainable solutions.

- **Strategy**: Preliminary research and discussions on how sustainability can be a strategic advantage or necessity.

Intention

- **Mission**: The organization starts redefining its mission to include sustainable values and commitments.

- **Vision**: A clearer, sustainable future for the company is visualized, aligning with global sustainability goals.

- **Strategy**: Development of a foundational sustainability strategy begins, potentially outlining initial sustainability projects or changes.

Implementation

- **Mission**: The organization's mission now prominently features its commitment to sustainability.

- **Vision**: The vision is anchored in a future where the company is a recognized leader in sustainability or meets set sustainable benchmarks.

- **Strategy**: The strategy now has clear action plans, KPIs, and targets related to sustainability initiatives.

Consolidation

- **Mission**: The commitment to sustainability becomes an integral and unchanging part of the company's mission.

- **Vision**: The vision is consistently updated to reflect more ambitious sustainability aspirations as previous ones are met.

- **Strategy**: Continuous refinement of the strategy to keep up with evolving sustainability standards, stakeholder expectations, and innovative sustainable solutions

Sustainability Assessment Questionnaire

DNAi

Awareness of Sustainability

We are unaware of the potential benefits or relevance of sustainability to our organization.
Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

Discussion about Sustainability

Sustainability topics have been occasionally discussed in our organizational meetings.
Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

Sustainability in Mission and Vision

Our mission and vision statements reflect a commitment to sustainability.
Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

Formation of a Sustainability Team

We have a dedicated team or individual responsible for sustainability initiatives.
Yes | No | Planning to Form

Development of a Sustainability Strategy

We are in the process of developing or have already developed a strategy for sustainability.
Not Started | In Development | Implemented

Implementation of Sustainable Initiatives

Our organization has implemented sustainability initiatives (e.g., waste reduction, energy-efficient practices, sustainable products).
Not Started | Few Initiatives | Several Initiatives | Fully Integrated

Employee Training on Sustainability

We offer training or workshops for our employees about sustainability.
Yes | No | Planning to Offer

Monitoring and Reporting

We have a system in place to monitor and report on our sustainability efforts.
Yes | No | Planning to Implement

Feedback and Revision

Our sustainability strategy is regularly reviewed and refined based on feedback and evolving standards.
Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

Stakeholder Engagement

We actively engage with stakeholders (employees, customers, suppliers) on our sustainability journey.
Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

Interpretation Guide

Predominantly "Strongly Agree" and "Agree" to Question 1: Likely in the Precontemplation phase.
Predominantly "Strongly Agree" and "Agree" to Questions 2: Likely in the Contemplation phase.
Positive responses to Questions 3-5: Likely in the Preparation phase.
Positive responses to Questions 6-7: Likely in the Action phase.
Positive responses to Questions 8-10: Likely in the Maintenance phase.

Sustainability Kickstarters Program

Unawareness

Switch-Off Challenge

Description: Teams compete to save energy by ensuring devices, lights, and non-essential equipment are turned off when not in use.

Implementation: Teams document and share photos or logs of their switch-off actions. We use energy monitoring tools to measure savings.

Measurable Result: We compare the energy bill or usage metrics before and after the challenge. The team with the most energy saved wins.

Awareness

Digital Declutter Week

Description: Teams compete to reduce digital waste by cleaning up unused files, emails, and software, leading to reduced server and cloud storage costs.

Implementation: We monitor and measure the storage space before and after the decluttering process.

Measurable Result: Amount of digital storage saved, potentially leading to cost savings on storage solutions.

Intention

Waste-Reduction War

Description: Teams aim to produce the least amount of waste over a month, focusing on paper, food waste, or other disposables.

Implementation: We set up collection points for each team. We weigh the waste generated weekly.

Measurable Result: The team producing the least waste by the end of the month wins.

Implementation

Eco-Friendly Commute Challenge

Description: We encourage employees to use eco-friendly commuting methods, like biking, walking, carpooling, or using public transport.

Implementation: Employees log their daily commute method on a shared platform or app. Award points based on the eco-friendliness of the commute.

Measurable Result: Total "eco-commute" days logged by each team and the estimated reduction in CO_2 emissions.

Consolidation

Water Watchers

Description: Teams take measures to reduce water wastage, be it by fixing leaks promptly, using water-efficient methods, or spreading awareness.

Implementation: We monitor water usage before and during the challenge. Teams share their initiatives and strategies on a shared platform.

Measurable Result: Compare the water bill or usage metrics before and after the challenge. The team with the most water saved wins.

The Sustainability Path

DNAi

Unawareness

1. Sustainability Buzzword Bingo
2. Eco-Documentary Screening:
3. Flash Debates
4. Interactive Polling
5. Sustainability MythBusters WS
6. Green Infographics Contest
7. Eco-Book Club
8. Green TED Talk Tuesdays
9. Virtual Eco-Field Trips
10. "Did You Know?" Email Series

Awareness

11. Idea Box:
12. Sustainability Stories Session
13. Eco-Pledge Wall:
14. Green Impact Assessment WS
15. Sustainability Vision Board
16. Environmental Quiz Nights
17. "Day in the Life" Role Play
18. Eco-Brainstorming Sessions
19. SWOT Analysis Workshop
20. Sustainability Webinars.

Intention

21. Sustainability Bootcamp
22. Green Idea Pitch Fest
23. Eco-Champion Designation
24. Green Prototyping Workshop
25. Eco-Goal Setting Session
26. Toolkits Distribution:
27. Collaborative Strategy WS Mapping Workshop
28. Mock Press Conference
29. Supplier Sustainability WS
30. Employee Feedback Forums

Implementation
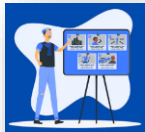
31. Sustainability Implementation Sprint
32. Green Mentorship Program
33. Eco-Audits Workshop
34. Green Celebrations
35. Eco-Hackathon:
36. Design Thinking WS
37. Eco-Reward System
38. Green Vendor Fair
39. Monthly Stand-Up

Consolidation

40. Annual Sustainability Retreat
41. Eco-Innovation Labs
42. Stakeholder Review WS
43. Continuous Learning Sessions
44. Eco-Feedback Loops
45. Sustainability Leaderboard
46. Refresher Sustainability WS
47. Green Peer Review System
48. Sustainability Round Tables
49. Advanced Sustainability Certifications

DNAi: Features of our platform

Our platform aims to support sustainability projects with targeted engagement, motivation tools, and community building. The platform is designed to actively involve stakeholders, foster motivation, and drive commitment towards sustainability initiatives.

✓ Project Showcase

✓ Participation Opportunities

✓ Influencer Community Building

✓ Recognition and Rewards

✓ Content Sharing and Education

✓ Showcasing Notable Achievements

✓ Goal Setting and Tracking

✓ Regular Communication and Feedback

✓ Analytics and Insights